

ABSTRACT

A user guidance system includes a communication history receiver receiving communication history information of a mobile communication terminal; a traffic information generator receiving resource state information from a base station and generating communication traffic information at the base station; a dissatisfaction calculator calculating a dissatisfaction with a recommended action to a user of the mobile communication terminal, based on the communication history information and the communication traffic information; a recommended action extractor extracting a recommended action for the user to be notified of, based on dissatisfactions with a plurality of recommended actions; and an information transmitter transmitting the recommended action to the mobile communication terminal.